

**CONTRACT**

**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

And:

**Shorr & Associates**  
**1831 Chestnut Street**  
**Suite 602**  
**Philadelphia, PA 19103**

<u>Contract / Revision</u> 583216 /		<u>Alt Order #</u> 09843627
<u>Product</u> BALDWIN FOR SENATE		
<u>Contract Dates</u> 10/16/12 - 10/22/12		<u>Estimate #</u> ADD
<u>Advertiser</u> Baldwin/D/Senate		<u>Original Date / Revision</u> 10/15/12 / 10/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	6	10/16/12	10/22/12	M-F 1105p-1135p	1105p-1135p		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$350.00			
N 2	6	10/16/12	10/22/12	M-F 930-10p	930p-10p		:30			NM	4	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				4	\$1,900.00			
<b>Totals</b>											<b>9</b>	<b>\$9,350.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	9	\$9,350.00	\$7,947.50
<b>Totals</b>	<b>9</b>	<b>\$9,350.00</b>	<b>\$7,947.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

**Station and Location:**

WITI-TV

**Date:**

10/15/12

I, Sherr Johnson Magnus

being/on behalf of: Tammy Baldwin, a legally

qualified candidate of the Democratic political

party for the office of: US Senate

in the General

election to be held on: Nov 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
10/16/12					
10/22/12					

**Total Charges:**

\$51,566.75

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Tammy Baldwin for Senate  
and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

David Newby, Treasurer  
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

9/25/12  
Date

The DK  
Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

CASH ONLY IF ALL CHECKLOCK™ SECURITY FEATURES LISTED ON BACK INDICATE-ING TAMPER-RESISTANT TONER

**SHORR JOHNSON MAGNUS**  
MEDIA ACCOUNT  
1831 Chestnut Street, 6th Floor  
Philadelphia, PA 19103  
(215) 567-4080 FAX (215) 567-2106

**FIRSTTRUST SAVINGS BANK**  
3-7380/2360

**4283**

10/15/2012

PAY TO THE ORDER OF WITI-TV

\$ \*\*51,556.75

Fifty-One Thousand Five Hundred Fifty-Six and 75/100\*\*\*\*\*

DOLLARS

WITI-TV

▲ TAMPER RESISTANT TONER AREA ▲



*[Handwritten Signature]*

MP

MEMO Baldwin

⑈004283⑈ ⑆236073801⑆ 70 0909484⑈

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